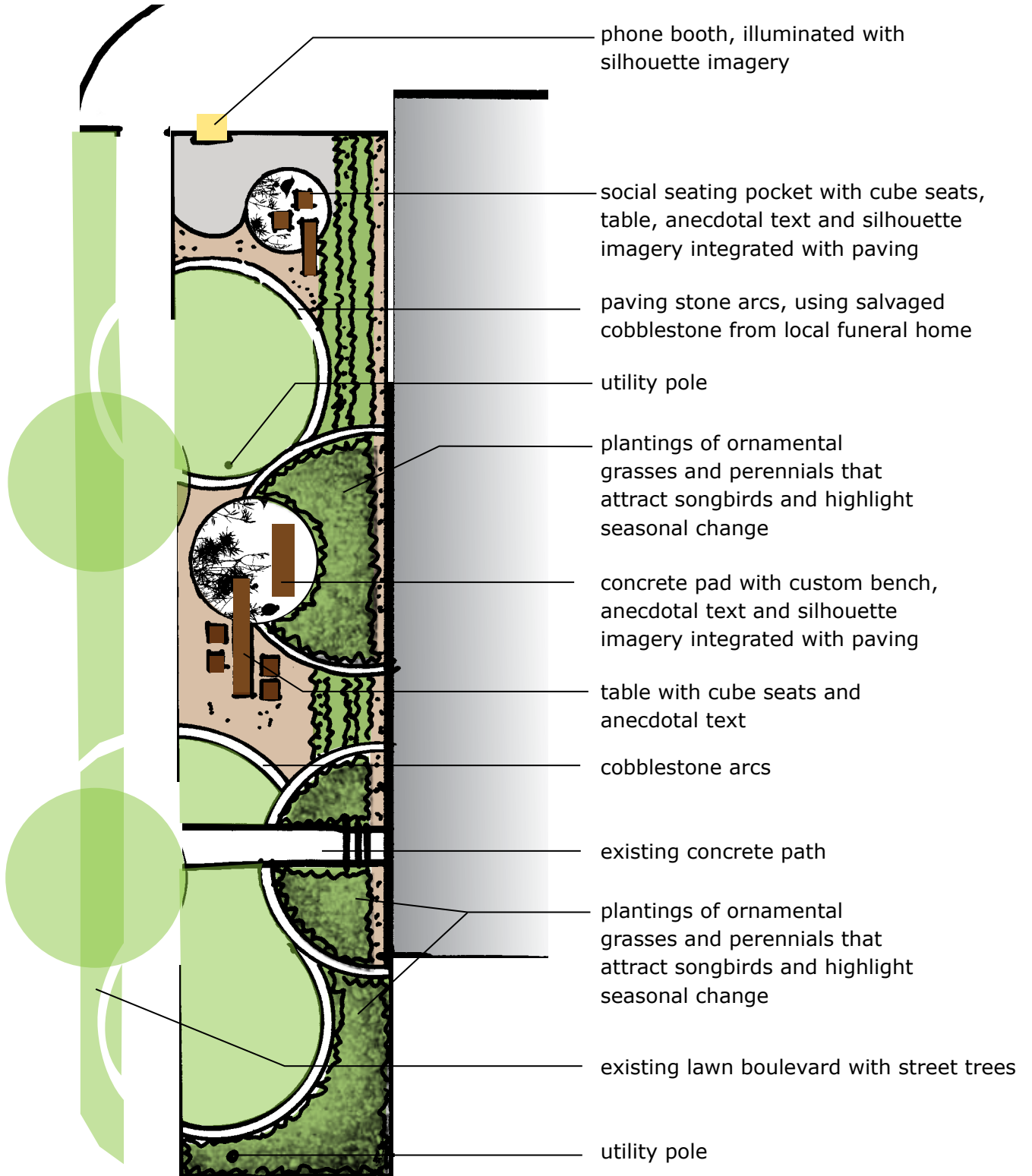


site plan

HASTINGS STREET

PENTICTON STREET



6. PROPOSED PROJECT

Please note: Community input is integral to this project and has informed this proposal from preliminary concept to the current schematic design. In a previous iteration, this project had the working title 'Market Share' and incorporated imagery of local waterfront activity. Stakeholder feedback has led us to refine the project concept, now presented as 'SEED'.

At present Media Undefined is applying to the Community and Neighbourhood Arts Development Pilot for \$10,000 to help fund the creation and installation of this project.

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SEED is a neighbourhood-driven public art project that will involve local residents in transforming an underused corridor of grass into a vibrant streetscape that contributes to the social, environmental, and human health of the Hastings Sunrise neighbourhood. The locally developed vision for the area expresses the community desire to develop the building setbacks along this busy urban corridor as unique public spaces. Located at the southeast corner of East Hastings Street at Penticton, this project takes advantage of the generous building setbacks that characterize this commercial area; SEED reclaims and re-activates this space through enhanced public use and ecological vitality. SEED will shape a small pocket of public space into inviting site that is specifically crafted to reflect the experiences of the people who live in this neighbourhood.

Public space including parks and habitat areas are highly valued within the Hastings Sunrise neighbourhood. The Hastings Sanctuary has helped foster the rich bird life in the local area, and as of 2010 over 100 bird species had been spotted in and around the sanctuary. Sites favoured by birds are often our most inviting public amenities, and the shared enthusiasm for birds has drawn together many local residents while enriching the quality of our public spaces. SEED will explore this urban ecology further by using birds as a framework for engaging local residents in conversations about the qualities of their urban environment they value, their anecdotes about nature in the city, and their own experiences of migration.

Project participants will be engaged as 'agents' in mapping bird habitat in their neighbourhood by documenting their local walks and uploading their route, photographs, and an anecdote or story onto a collaborative online map. New connections among residents will be established as they engage each other in conversations to generate an archive of narratives and imagery reflecting their diverse experiences in the community. Selections of text and imagery drawn from this collection will be inscribed onto the ground plane and integrated with custom seating featured on the SEED site.

During the preliminary planning sessions held at the outset of this project, three key priorities were identified by neighbourhood residents: fostering a cohesive visual neighbourhood identity,

increasing usable green space, and integrating neighbourhood stories. SEED will draw on the successful implementation of Our Community Story, Trailing Tales and BenchMark to further cultivate a cohesive visual identity while continuing to develop a participatory approach to site development that brings meaningful experience to the public realm.

As a green respite in a commercial urban setting, SEED will function as a flexible social space for children, families, and seniors. The ubiquitous lawn boulevard will be replaced with a planting scheme that brings the rhythm of seasonal change into the heart of the community. This vibrant landscape will address project themes of migration and change, while attracting pollinators and providing bird habitat. Custom street furnishings featuring neighbourhood anecdotes about migration and neighbourhood change will provide a place for pause to pedestrian shoppers, dog walkers, and local employees. This site will reflect the cultural, and linguistic diversity of the neighbourhood.

Residents of the Hastings Sunrise neighbourhood have already been and will continue to be involved in the design development, production, and stewardship of Market Share, from participatory planning workshops to site installation. To date two participatory planning sessions have been facilitated with neighbourhood residents and this input has informed the thematic focus and concept and design of SEED.

ARTISTIC AND COMMUNITY CULTURAL DEVELOPMENT OBJECTIVES

- To contribute to the image and perception of community-engaged arts in British Columbia by placing equal emphasis on the quality of artistic production and community involvement, and by demonstrating how community-engaged practices can re-interpret the past, redefine the present and help shape the future.
- To visually transform the Hastings Street corridor by bringing stories and imagery of the neighbourhood's layered histories into the streetscape.
- To provide arts and leadership training to young leaders that may lead them to consider further education or employment in an arts and culture based field. (i.e. creative industries, applied arts, community development, urban planning, recreation).
- To engage residents from varying social, cultural and economic groups in a creative community building process that encourages the formation of a more humane and liveable neighbourhood;
- To foster a sense of social responsibility and pride among residents towards their community by creating opportunities for them to be involved in shaping their neighbourhood's public spaces.

ANTICIPATED IMPACT

- Increased social green space in the Hastings Sunrise public realm.
- Creation of greater public awareness of the neighbourhood's layered histories and how this affects current neighbourhood dynamics.
- Development of a positive community engagement model that can be used within other neighbourhoods in Vancouver and throughout British Columbia.
- Increased social responsibility and pride among participating residents towards their community.

PROJECT OUTCOMES

- Implement the community vision for a vibrant, attractive public realm.
- Engage community members in giving the visual arts a stronger presence in everyday life.
- Facilitate collaborative relationships between local artists and residents.
- Create lasting visual artistic presence in the neighbourhood.
- Foster new social relationships by connecting residents of a range of ages and backgrounds.

- Encourage the active use of Hastings Street's public spaces as places for residents and visitors to gather and recreate.
- Bring a public face to the social and historical fabric of the community.
- Demonstrate how community-engaged practices can re-interpret the past, represent the present and help shape the future.